

**Steps to follow:**

**Step 1** – Choose an image or a video clip from a social media platform (e.g. Instagram/Facebook page/Tiktok of a tourism organization, large tour-operator, traveling journalist, official hashtag, etc.).

The image/video should be an iconic tourism landmark, natural environment, travel activity or similar tourism related setting.

**Step 2** – Write 5 keywords that fit the image/video.

**Step 3** – Comment on the image/video by describing its context and elaborating on the imaginary it implies or proposes.

**Step 4** – The assignment should contain the chosen image/video URL, be maximum 1 page long, Times New Roman, spacing 1.5, font 12.

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**Proceedings:**

The assignment is an individual project to be carried out by each student.

The assignment is to be submitted by email to [milos.nicic.unibg@gmail.com](mailto:milos.nicic.unibg@gmail.com) up to 14 days prior to the oral exam and in CC to [rossana.bonadei@unibg.it](mailto:rossana.bonadei@unibg.it)

The assignment will be evaluated and the mark communicated directly to the student, Prof. Bonadei in copy.

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